Claims:

1. A nonflake coated coloring pigment characterized in that the pigment consists of an inorganic or organic, amorphous or partially crystalline material which is provided with at least one coating, where each layer comprises at least one cured melamine-formaldehyde resin or consists of one such resin.

2. The coloring pigment as claimed in claim 1, characterized in that it consists of iron(III) hexacyanoferrate(II) or chromium(III) oxide.

3. The coloring pigment as claimed in claim 1 or 2, characterized in that the cured melamine-formaldehyde resin comprises one or more inorganic or organic dyes and/or one or more inorganic or organic UV absorbers, the dyes being soluble in the medium in which the pigment is coated.

4. The coloring pigment as claimed in claim 3, characterized in that the dye or the dyes are present in one or more inside layers comprising melamine-formaldehyde resin and the UV absorber or the UV absorbers are present in one or more outer layers comprising melamine-formaldehyde resin.

5. The coloring pigment as claimed in one or more of claims 1 to 4, characterized in that essentially round cured melamine-formaldehyde resin particles which comprise one or more dyes and/or one or more UV absorbers or else are free from dyes and/or UV absorbers are additionally applied to the outermost coating.

6. The coloring pigment as claimed in one or more of claims 1 to 5, characterized in that the cured melamine-formaldehyde resin of the outermost layer

is modified with functional groups.

7. The coloring pigment as claimed in claim 6, characterized in that the functional groups which modify the outermost layer is introduced via an amino functional compound which has one or more further functional groups besides the amino group by this amino functional compound taking part in the polycondensation reaction between melamine and formaldehyde and is incorporated into the melamine-formaldehyde network via the amino function and where the functional groups thus applied to the surface are optionally further modified.

8. The coloring pigment as claimed in claim 6, characterized in that the cured melamine-formaldehyde resin of the outermost layer is modified via the methylolamine or amino groups present therein with compounds reactive to hydroxyl and/or amino groups, with functionalization of the surface.

9. The coloring pigment according to one or more of claims 3 to 8, where the dyes present are at least one fluorescent dye and one further optionally fluorescent dye in the melamine-formaldehyde resin, where the further dye is present in an amount which imparts essentially no color or fluorescence to the pigment when this dye is used on its own.

10. A method for the production of a nonflake coloring pigment with one or more coatings, characterized in that
in the case of a single coating
in a first step a coloring pigment is suspended in a basic aqueous medium comprising melamine and formaldehyde and/or methylolmelamine, which may

optionally be alkoxylated, and
in a second step crosslinking of the organic constituents is brought about by lowering the pH into the acidic range,
and in the case of a multiple coating
the steps one and two are repeated with the product of the preceding coating reaction.

11. The method as claimed in claim 10, characterized in that some of the melamine is replaced by other crosslinking molecules from the group consisting of "guanamines, phenols and ureas" and/or some of the methylolmelamine is replaced by corresponding guanamine, phenol or urea analogs.

12. The method as claimed in claim 10 or 11, characterized in that inorganic or organic dyes and/or inorganic or organic UV absorbers are added prior to the onset of crosslinking or during crosslinking.

13. The method as claimed in claim 12, characterized in that the dyes added are at least one fluorescent dye and a further optionally fluorescent dye, where the further dye is added in an amount which imparts essentially no color or fluorescence to the pigment when this dye is added on its own.

14. The method as claimed in one or more of claims 10 to 13, characterized in that the reduction in the pH in the acidic range is brought about by oxidation of excess formaldehyde and/or unreacted formaldehyde and/or formaldehyde present in the methylolmelamines by means of hydrogen peroxide.

15. The method as claimed in one or more of claims 10 to 14, characterized in that, in the last coating step, besides melamine and formaldehyde and/or

methylolmelamine, an amino functional compound which has one or more functional groups besides the amino group takes part in the polycondensation reaction, the amino functional compound being incorporated into the melamine-formaldehyde network via the amino function, and the functional groups thus applied to the surface optionally being further modified.

16. The method as claimed in one or more of claims 10 to 14, characterized in that the cured melamine-formaldehyde resin of the outermost layer is reacted via the methylolamine or amino groups present on its surface with compounds which have a group which is reactive to hydroxyl and/or amino groups, besides one or more further functional groups.

17. The use of one or more of the nonflake coated coloring pigments of claims 1 to 9 as effect pigments in cosmetic formulations and/or other products which are intended for application to the skin.

18. A composition comprising one or more of the nonflake coated carrier materials of claims 1 to 9 as coloring pigment.

19. The composition as claimed in claim 18 comprising one or more of the nonflake coated carrier materials of claims 1 to 9 as coloring pigment, characterized in that the composition is a cosmetic preparation.